

# **16**

## **Basic Steps that lead to Courteous Service at the Fountain**



***A Guide to  
Profitable Customer Relations  
at the Soda Fountain***

**Courteous service pays dividends  
for all who work at the  
soda fountain**



The following guide outlines the 16 basic steps that lead to courteous service at the fountain. These steps will help you increase sales and profits at your fountain. They are the basis for winning and holding that most important of all persons—the customer.



**Issued as a service to  
the American Soda Fountain by  
Fountain Sales Department  
The Coca-Cola Company**

**Copyright MCMXLVIII, The Coca-Cola Company**

**T**HE ideas and suggestions on the following pages are equally helpful to the experienced fountain operator or the newest employee. They should be read and studied by all fountain personnel.



## **1. Be Alert**

As a fountain sales person, you have checked your personal appearance. Your uniform is crisp and fresh. Your face, hands, and hair are well groomed. You are ready for your first customer. It's a big part of your job to welcome the customer. Be alert so that you can see customers approaching, and always be ready to greet each one with a pleasant smile.



## **2. Greet The Customer**

Customers like to know that you know they are there. So greet them with a cordial "Good morning—may I serve you please?" or "Good afternoon—may I take your order?" Remember, people buy satisfaction as well as merchandise. A courteous, pleasant beginning often results in increased sales and new customers for the store.



### **3. Acknowledge Customer's Presence**

If a customer steps up to the counter while you are busy serving someone else, acknowledge his presence with a nod of your head and a pleasant smile. Then, when you are able to wait on him, say something like this, "Sorry to keep you waiting," or "Thank you for waiting—may I serve you now?" This offsets the annoyance of waiting.



### **4. Show Interest in Customer**

A word to the customer now and then to let him know that you appreciate his business is often desirable. It means a lot to the customer to be recognized and to realize you are interested. Of course, you can't carry on a conversation with every customer. However, a short personal greeting frequently goes a long way toward building customer good will.



## 5. Understand the Order

Be sure you understand the order before you attempt to fill it. Then you don't have to lose time and waste material changing the order later.



## 6. Suggest Related Items

When a customer asks "What's good?"—be specific. Name the day's specialty or most popular item. With a sandwich or a plate special, suggest a beverage. When the customer is nearly finished with his main order, suggest that he have dessert. If he orders pastry, suggest ice cream to go with it. If he orders ice cream, ask "Would you like a piece of cake, too?" People appreciate a friendly interest in their wants. The result is increased sales and steady customers.



## 7. Transmit Orders Quietly

When you have to transmit an order, do so quietly. People resent having their selections yelled out for all in the store to hear.



## 8. Serve a Group at One Time

When people come in together or sit together, they want to eat together. So take their orders and serve them at the same time. Prompt service to all pleases people and frees table, booth or counter space for the next group of customers.



## 9. Serve Beverages Carefully

Serve coffee and other beverages *inside* the cup or glass. Leave a little space at the top. Customers dislike drinks served with the contents running over or where it is impossible to consume the beverage without spilling.



## 10. Serve Beverage With Order

Make it a rule to serve the beverage with food order—unless the customer instructs otherwise. This allows the customer to enjoy both together.

Also, it will save time and effort for you, because you are able to provide a complete service to the customer in one operation.



## **11. Anticipate Customer's Needs**

Customers like to have their needs anticipated. They appreciate getting crackers with soup. They want the right silverware and the necessary condiments, such as salt, pepper, sugar and sauces. Customers don't like to feel neglected. They shouldn't have to remind you of their needs. Your customers are your guests—treat them as guests.



## **12. Double Check Every Check**

Make it a point never to guess at prices. Always look at the menu and make sure if there is any doubt in your mind. In this way you will avoid either overcharging the customer or causing your store to lose money.



### **13. Thank Customer**

When you finish serving the customer, thank him and give him the check. People hate to wait. Waiting for a check is particularly annoying. It may destroy all the good will created by a pleasant greeting and prompt courteous service.



### **14. Handle Complaints Tactfully**

Listen with respectful attention to any complaint a customer may make. Keep quiet. Let the customer talk and "get it off his chest." Don't argue. Satisfy him immediately within the limits of the store's policy, or call the manager and explain the situation yourself in the customer's presence. Be fair—or more than fair. Remember, there's no profit in winning an argument and losing a customer. Abide by the settlement as cheerfully as if nothing had happened.

**GOOD WILL**  
**Personal Appearance**  
**Friendly Voice**  
**Interest in**



## 15. Clean Up

Always make sure that each new customer finds a clean, appetizing, and inviting counter or table. As soon as a customer leaves, remove all used glasses, dishes, silverware and napkins. See that the table or counter slab is carefully wiped and perfectly dry. Nothing loses customers as quickly as sticky surfaces that soil clothes.



## 16. Make Friends for the Store

You, and you alone, can make the place where you work a friendly store, a popular store—one that people like to come back to. You are not just a cog in a machine. You are a salesman employed in your employer's most important department. The soda fountain is a permanent and ever-growing business. There is a bright and prosperous future in it—for those who do a good job.

**BUILDERS**  
**Pleasant Expression**  
**Enthusiasm**  
**Customer**



# Proper Dispensing Adds the Customer-Appeal of Taste and Quality to all Carbonated Beverages

Complete customer satisfaction is attained when you serve a properly dispensed drink. The following sequence suggests the proper way to dispense many of the drinks you serve at your fountain. Coca-Cola is used as an example, but the same principles apply to carbonated beverages of all kinds.



**1** Always use a clean, thin blown glass—and preferably the standard glass for Coca-Cola.



**2** Use a full measure of syrup—one-sixth the maximum content of the standard glass.



**3** Add one standard scoop of finely-chipped ice. Avoid lump ice and ice like snow.



**4** Draw off the warm water standing in the draft arm and carbonated water line.



**5** Let water glide gently down side of glass held at an angle close to the nozzle.



**6** Leave a quarter-inch serving level so that the drink will not overflow and spill.



**7** Mix with spoon—using 4 or 5 gentle upward strokes. Avoid over-stirring.



**8** Serve with a smile.